

Saturday We Will Celebrate Our Second Birthday With the Inauguration of Our Second Anniversary Sale

Come and Compare!



With Easter only two weeks off we observe our second birthday with an unprecedented combination of new styles and low prices.

A SALES EVENT WHERE ONLY NEW MERCHANDISE IS SHOWN—AND OFFERED TO DISCRIMINATING WOMEN AT PRICES THAT DEFY COMPARISONS

Saturday will mark our second year in business—the end of two successful years—a success which we believe is due to the fact that we have SERVED the women of Memphis and vicinity by ALWAYS offering the newest and most desirable merchandise at lowest possible prices. This has been made possible by the fact that this store, by reason of being linked up with 35 others, has a tremendous buying capacity which makes both for authority and authenticity of styles and ability to sell always at unbeatable prices.

FOR THIS GREAT SALE OUR MANUFACTURERS HAVE GIVEN US BIRTHDAY PRESENTS IN PRICES

Come and Compare!



Manufacturers have co-operated by giving us new merchandise at great reductions—and as a result we are able in this great sale to offer merchandise never shown here before at prices that are startlingly low.

Concessions in New Easter Merchandise Never Shown Here Before

WE WILL PASS THIS
SAVING ON TO YOU
IN THE
GREATEST PRESENTATION
OF NEW SPRING STYLES
EVER SHOWN
IN ANY SIMILAR SALE!



Dresses—Anniversary Price

Satin, Tricotine, Taffeta Dresses up to size 50; 15 styles. 100 Dresses, all new goods; never in our stock before; a present from a manufacturer we do a large business with. See these

\$18

Dresses—Anniversary Price

Finest grade Taffeta, Tricotine, Charmeuse, Georgette, etc.; over 50 styles to pick from; any color or size

\$28

Dresses—Anniversary Price

In this lot of 75 Dresses you will find the finest of materials and the best and latest styles produced this season. We refrain from mentioning former values because it would look too extreme

\$38

Special Lot of New Dresses—Anniversary Price

This lot was brought down just for this sale. 58 one-of-a-kind Dresses for our occasion; Georgettes, Charmeuse, Moon Glow Crepe, etc.

SIX HUNDRED NEW Georgette Blouses AT ANNIVERSARY SALE PRICE

600 new Georgette Spring Blouses, purchased especially for this sale, at this low price. Every one worth at least this price at wholesale. You will want 3 or 4 of these, so come early for best selection. Beaded, embroidered and tailored effects—

\$4.95

SILK CAMISOLES Anniversary Price

Satin and Crepe de Chine Camisoles, embroidered and lace trimmed. Only one to a customer. All sizes..... **79c**

A
Birthday
Feast
of
Bargains

Suits—Anniversary Price

All-Wool Serge and Tricotine Suits; all silk lined; only while the 68 suits last. All sizes.....

\$28

Suits—Anniversary Price

We ask you to compare these Suits with any in Memphis for a great deal more

\$38

Suits—Anniversary Price

All the new embroidered effects; all high-class Sample Suits; all especially purchased at marked reductions for this Big Birthday event

\$68

\$58

Special Lot of New Suits—Anniversary Price

One-of-a-kind Suits, 2 samples line of the best styles and materials, specially purchased for the women who want a real bargain and who like individual style.

AN ANNIVERSARY SALE OF MILLINERY A PHENOMENAL PURCHASE 300 HIGH-GRADE SMART TRIMMED HATS

Not a single hat in this collection worth less than \$10.00, and many as much as \$12.50. Tomorrow in a great one-day offering, at—

Hand-blocked Hats and hand made in shiny straws, fancy braids, also slipper. Trimmed with flowers, wheat and cellophane flowers; some are embroidered; all are graced with the charm and originality of line which is characteristic of our millinery.

\$5

The shapes are off-the-face modes, mitzi sailors, Dardanelle sailors, side rolls, chin chins, roll brims and mushroom effects. Colors are black, white, brown, navy, Nile, rose, sand and purple.

We are proud to say that we believe these hats, from the standpoint of style, quality and workmanship, to be by far the greatest values offered this season in Memphis, and we feel so enthusiastic about this fortunate purchase that we predict every one of these hats will be sold by Saturday night. You owe it to yourself to see these hats before buying your spring hat.

See Our Window Display



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EXTRA SPECIAL MILLINERY

200 satin and hemp combinations in tailored effects..... **\$1.00**
One to a Customer

Sale Starts Saturday Morning—Easter Wear at Sale Prices